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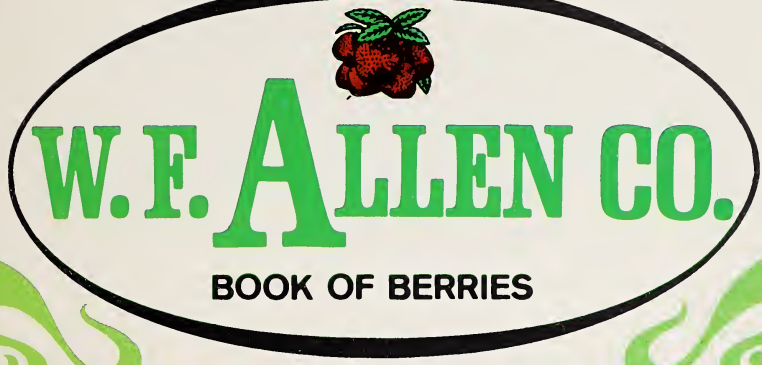

W. F. ALLEN CO.

BOOK OF BERRIES

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87 YEARS 1885 • 1972

Allen's WINNING PLANTS — PAGE 3

D H Scott

THE PLANT SITUATION— 1972

The very special effort W. F. Allen Company has put into growing high quality plants for **87 years** pays off when **YOU,** our valued customer, have a successful stand of plants and a bountiful harvest. That's what it's all about!

Thanks to our care — and fine growing weather — we are pleased to report plant stocks are excellent. No shortages are anticipated but you can help us plan our work by ordering early.

Again this year, there will be **NO PRICE INCREASE** for our superior plants. This is not because our costs have not been higher, but because we realize our customers are caught in the same inflationary spiral we are in. Also, we feel that it is in the spirit of the President's request, even though strawberry plants are exempt.

We will be waiting to hear from you.

ALLEN'S SUPERIOR VIRUS FREE PLANTS remain as the **STANDARD OF THE INDUSTRY** and your assurance of plants that will **GROW FOR YOU**

ALLEN'S WINNING PLANTS

Standard of the Industry for 87 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.

2. Our planting stock is all indexed virus free and we keep it that way by constant vigilance against the aphid which is the carrier of virus organism.

3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. ALLEN'S fields all have three fumigations to give you superior plants.

5. Abundant plant food, reinforced with a minor element mixture insures that ALLEN'S plants never want for anything.

6. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

7. With ALLEN'S PLANTS you get all the above, plus the benefit of our experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 87 years. We believe this means a lot to you as a grower.

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

ALLEN'S ALL STARS

WE RATE THEM BEST BY TEST

Best for Early:	Southern States Blakemore, Earlibelle Northern States Earlidawn, Fairfax, Midland, Redglow, Sunrise
Best for Late:	Southern States Albritton, Armore, Tennessee Beauty Northern States Jerseybelle, Robinson, Sparkle, Vesper
Best for Flavor:	Armore, Catskill, Fairfax, Raritan, Redchief, Redglow, Redstar, Sunrise, Suwannee
Best for Freezing:	Earlidawn, Midland, Midway, Pocahontas, Redchief, Redglow, Sparkle, Surecrop, Tennessee Beauty
Best for Frost Resistance:	Earlidawn, Premier
Best for Large Size:	Catskill, Empire, Guardian, Jerseybelle, Marlate, Midland, Pocahontas, Raritan, Redchief, Redglow, Redstar, Robinson, Vesper
Best for Preserving:	Blakemore, Earlidawn, Pocahontas, Premier, Suwannee, Tennessee Beauty
Best for Resistance to Red Stele:	Guardian, Midway, Redchief, Redglow, Sparkle, Sunrise, Surecrop
Best for Resistance to Verticillium Wilt:	Catskill, Guardian, Redchief, Sunrise, Surecrop

TRUE TO NAME

We take every precaution to have all plants true to name. We will replace the plants or refund your money if any prove otherwise but we will not be responsible for any sum greater than the cost of the plants ordered.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Measures have been taken with our field grown stock to control aphids which transmit the virus diseases. In addition, this superior virus free stock is grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

EARLY VARIETIES

BLAKEMORE

— Pride of the Processors

Plants: Easy to grow. Vigorous. Excellent for southern and middle states. Disease tolerant. Plants may need thinning.

Berries: Extra firm. Light red skin. No darkening of the light red flesh on holding. High pectin content. Easy to hull. Tart to the taste. Small to medium in size.

Something Special: Blakemore preferred by the ice cream makers. Fair for desserts—delightful for preserves and jams.

EARLIBELLE

— Vigor and Beauty

Plants: Small but great for producing runners. Productive. Adapted from Virginia south.

Berries: Medium to large. Bright red. Glossy and firm. Slightly tart.

Something Special: Earlibelle is outstanding for firmness, toughness, flesh and skin color in freezing and canning.
See COLOR Page 13.

If you received a letter from us recently, you may have noted that we thought Earlibelle berries lovely enough to use on our letterheads. It is a great compliment to Earlibelle that our printer (and he's more than a printer to us) has just received an award for the excellence and beauty of these letterheads and envelopes. Isn't that something?

EARLIDAWN

— Earliest of all

Plants: Adapted from Alabama to Maine and West (even in Bermuda, one of our customers tells us). Fewer runners than most varieties. Need good soil and plenty of moisture. Very productive. The best money maker here in Maryland. Susceptible to red stele and verticillium wilt.

Berries: Large. Glossy. Vivid red. Firm. Delicious flavor, on the tart side. Conic and somewhat irregular. Ripen very early.

Something Special: Fruiting habit makes Earlidawn frost resistant if not frost proof. (Premier is the only other variety with this distinction). Be the first in your area to have berries when the price is right—at the start of the season. See COLOR Page 9.

FAIRFAX

— Home Garden Favorite

Plants: Full foliage, fast growing. Shy on runner making. Our virus free Fairfax plants have good resistance to leaf spot and scorch. Productive.

Berries: Large. Dark red. Extra sweet.

Something Special: Best for use from patch to table. Highest flavor of all varieties.
See COLOR Page 21.

FLORIDA 90

— Leader in Florida

Plants: Excellent when grown in Florida or a few areas of deep south. Productive. Free in runner making.

Berries: Long conic. Large. Beautiful.

Something Special: Best grown in Florida but the eating is good in the northern states, thanks to shipping.

MIDLAND

— Freezer Queen

Plants: Large and healthy. Make fewer runners than most varieties. Extensively grown in middle states.

Berries: Good and early. Large, round conic. High flavored. Deep red.

Something Special: Best for roadside stands, home gardens, pick-your-own. Excellent for freezing. See COLOR Page 31.

PREMIER

— Frost Proof

Plants: Productive and make runners freely. Built-in frost resistance.

Berries: Medium size. Long conic. Red skin and flesh. Not firm enough for shipping but excellent for local trade.

Something Special: An old favorite, Premier (Howard 17) is in the ancestry of many newer varieties.

REDCOAT

— The Firm One

Plants: Vigorous. Productive. Recommended best for northern states and Canada. Hardy. Resistant to mildew but susceptible to leaf spot and verticillium wilt.

Berries: Large. Light red and glossy. Extra firm in Canada.

Something Special: Good for shipping. Tops for dessert.

We received our plants, plus the 25 free ones for recommending ALLEN's. I want you to know that I am exceptionally pleased with my plants. Let me give you a comparison: I wanted some Ogallala's which are not listed in your catalog so I ordered them from the company from which I get my garden seed. Having had good results from their seeds, I assumed their strawberries would equal the garden seeds. I planted the strawberries 2 to 3 weeks before receiving yours and to look at the plants at the time of setting, you would have seen no difference, but if you go into my patch today, you could pick out every ALLEN plant. Not only have your plants overtaken the others, they are more vigorous, healthy-looking and are blooming profusely. We are pinching blossoms this year but the plants look as though they had been in my garden the previous season. You may be assured that there will be only ALLEN plants in my next eight rows which I plan to set next spring. I have high regard for your plants. Thanks again for such fine plants. . . . Mrs. Arlen Gray, Peebles, Ohio

WORLD'S FINEST STRAWBERRY SELECTIONS

REDGLOW

The American Beauty

Plants: Vigorous. Make many runners. Set many blossoms for fine production.

Berries: Flavorful. Large. Lovely light red.

Something Special: Extra firm berries — excellent for freezing or shipping. See color page 13.

SUNRISE

The Good Grower

Plants: Very vigorous. Good producers of fine berries. Excellent resistance to disease. Grow well even in dry weather.

Berries: Conic. Medium to large. Firm, light, bright red and attractive.

Something Special: High flavor makes the Sunrise delicious for table use. A little light in color for best freezing. Great for shipping. See color page 9.

SUWANNEE

Superior flavor

Plants: Easy growing. Good runner production. Good resistance to leaf diseases.

Berries: Medium. Bright red and glossy. Not quite firm enough for distant shipments.

Something Special: Considered the highest flavored of all varieties by some experts. See color page 21.

SENATOR DUNLAP

The Old Standby

Plants: Hardy. Drought-resistant. Like clay soil. Well adapted to northern states. Free running.

Berries: Medium size. Conic. Rich red and attractive. High flavor.

Something Special: Ideal for the home garden. Too soft for shipping.

We have a field of Sunrise we've saved for a third summer of harvest and they are looking just beautiful. The plants were ordered from you in the spring of '68 and won us a sweepstakes prize in 1969. In fact, we have humbly accepted the title of "Strawberry King" in three different years for Sweepstakes winnings at our local Strawberry Festivals. Guardian and Redchief have not as yet been grown in our area so it will be interesting to see what they will do next year.

We would like to thank you again for your prompt attention to our order. . . .

Mrs. Rudy Jarvis, Chassell, Michigan

You are to be commended and the fact must be noted: Year after year, I peruse your catalog and find it so refreshing; just a plain offering of your stock in trade on its merits. No gimmicks, no free trip to Europe, no hundred dollars per month for life, no dream home in Florida. Congratulations, keep it that way. Incidentally, I have bought strawberry plants from you for forty years or so and have never had occasion to complain about goods or service. . . .

Oscar H. Ockels, Falls Village, Conn.

MID SEASON VARIETIES

ATLAS

NEW NORTH CAROLINA INTRODUCTION

Plants: Grow tall. Vigorous. Dark green foliage. Make many flowers on long erect stalks. Moderate on runner production. Good resistance to leaf spot and scorch. Heavy yields. Promising from Maryland south.

Berries: Large. Short conic wedge. Glossy. Bright orange red. Seeds slightly sunken. Extra firm.

Something Special: Grows well on heavy soils. Excellent for shipping.

CATSKILL

The Leader

Plants: Widely adapted. Very productive. Make runners freely. Vigorous grower. Hardy. Resistant to Verticillium wilt.

Berries: Very large. Long conic. Not too firm. Bright crimson skin, light red flesh. Mildly sub-acid.

Something Special: Good for desserts. Excellent for freezing. Loaded with Vitamin C. See color page 14.

EMPIRE

Fine Crops

Plants: Very productive. Vigorous. Grow best northeastern states. Susceptible to leaf spot.

Berries: Large, attractive. High flavored. Pretty green caps.

Something Special: Very good for desserts. Easy to market locally. See color page 22.

GUARDIAN

Grow These and Guard Against Disease

Plants: Great resistance to red stele root rot, verticillium wilt, leaf scorch, mildew. Medium size plants produce runners moderately. Good producer in matted rows. At Baltimore, Maryland, in 1970, production of berries was 15,682 pounds per acre.

Berries: Large. Firm. Glossy. Light red skin and flesh. Fine for shipping. Not too good for freezing.

Something Special: Grow Guardian for fine appearance and flavor, to market later than Surecrop. See color page 28.

We set 500 Guardian strawberry plants on June 20, 1970. We produced an excellent crop of berries in the spring of 1971. The Guardian berry is extra large and firm and is not hollow. We weighed some at a local grocery which weighed 2 ounces each. We are setting more this June and we will be ordering more plants for early spring setting in 1972, because everybody who saw those berries wanted some of them. . . . Robert Tooley Tompkinsville, Kentucky

SUNRISE
See Page 7

1885 *Our Experience is Your Guarantee* **1972**

EARLIDAWN
See Page 5

REDCHIEF

ALLEN'S WINNING PLANTS

POCAHONTAS

WORLD'S FINEST STRAWBERRY SELECTIONS

MIDWAY

— Can't be Beat

Plants: Vigorous. Full of vitality in production. Good resistance to red stele. Grow well on heavy soils — irrigation needed on lighter soils. Run freely.

Berries: Late midseason. Medium to large. Deep red. Medium firm. Good flavor.

Something Special: Extra good for freezing, shipping, pick-your-own marketing.

See COLOR Page 14.

POCOHONTAS

— Wide Adaptability

Plants: Vigorous. Free in runner making. Grow well upper south to midwest. Heavy producer.

Berries: Large. Attractive. Firm. Blunt conic. Skin bright, flesh red. Rather tart. Ship well.

Something Special: Excellent for freezing, preserving.

See COLOR Page 10.

RARITAN

— Fresh Market Favorite

Plants: Early mid-season. Produce runners freely. High yielder. Good matted row grower.

Berries: Large. Glossy. Bright red. Firm. Pretty caps make berries very attractive. Easy to sell.

Something Special: Best for fresh market. Raritan is pushing Jerseybelle for first place in New Jersey.

Special Note: In the Strawberry Plots at Beltsville, Maryland, last spring, Raritan plants yielded a tremendous 29,746 pounds of fruit to the acre. Terrific!

REDCHIEF

— Delight to Pick-your-own

Plants: Medium vigor. Good plant makers. Excellent resistance to red stele. Good resistance to verticillium wilt. Slightly susceptible to leaf spot. Consistently productive in matted rows.

Berries: Medium to large. Firm, glossy surface. Deep red color. Conic. Sweet flavor. Easy to cap.

Something Special: Excellent for pick-your-own marketing. Delightful for desserts or freezing.

See COLOR Page 10.

Here is my order for 2,000 Midway plants. I'll accept no substitute because to me, Midway and strawberry are the same word. Last year, 1970, we had a crop that was hard to believe. Off of the 2,000 Allen Midway plants we set in 1969, we picked 3,000 quarts! Another strawberry grower not 5 miles from here said he only got ½ crop. I just know that it is the plants that make a difference. Yours are the very best. My mother and brother are going to order from you, too, this year. My brother has tried local nurseries and they just do not grow. So, put us down for 2,000 Midway and I'll let you know how they do in a couple years!
P.S. We got another little strawberry picker in September. Made us 6. . . .

Mrs. Joann Selig, Scipio, Indiana

SURECROP

— For Sure Crops

Plants: Widely adapted, upper south to north. Large size. Vigorous producer. Free in runner production under most conditions. One of the very best for resistance to diseases of plant or foliage. Drought resistant.

Berries: Large. Round conic. Irregular. Firm. Glossy. Medium red skin. Light red flesh. Tart.

Something Special: Fine for desserts. Excellent for freezing. See COLOR Page 27.

Something Extra: Surecrop plants make a full bed wherever they are. Set some plants of Surecrop (12 to 15 inches apart) in that hard-to-mow spot in your yard. You will have a beautiful cover of green and the added delight of picking luscious berries hither and yon.

Another Idea: Strawberry plants make a lovely, graceful border around the walks and flowers. Pick an early rose and some berries, too!

Preserving Friends

A good friend and co-worker, Mrs. Mary Hall, brought in the following recipe. We know you'll like it.

1 qt. berries, washed and capped. Cover with boiling water and let stand 5 minutes. Drain well. Add two cups of sugar and boil five minutes. Cool. Add one cup sugar and boil another five minutes. Cool thoroughly before putting in jars for keeping.

Send us your favorites

Frozen Strawberry Jam

4 c. crushed strawberries (fresh or frozen)

1 pkge. Sure-Jell Fruit Pectin

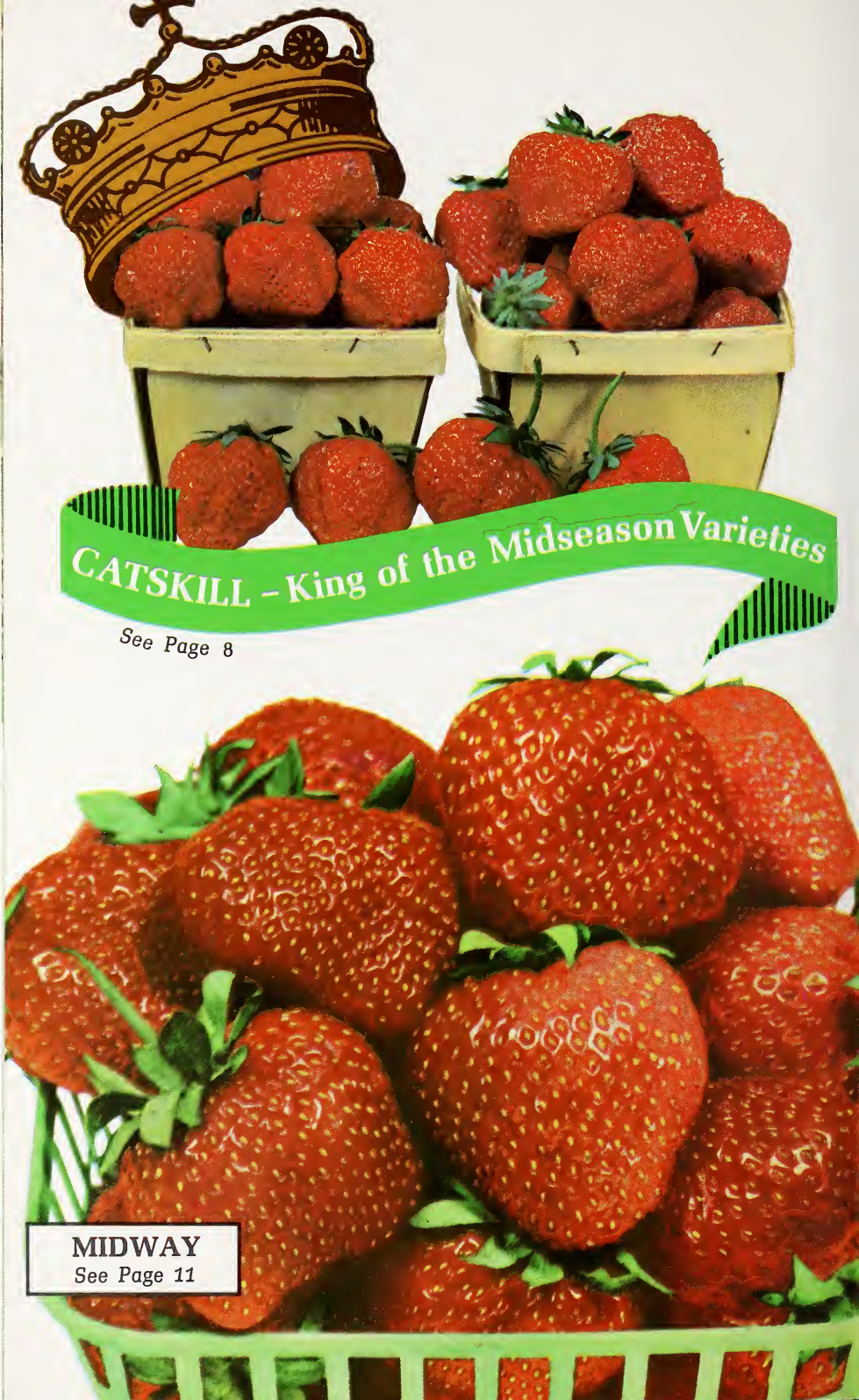
Mix well and let set for 30 minutes. Add 1 cup white corn syrup and 5½ cups sugar. Mix well and then place over low heat until heated through very well (do not boil). Stir while heating to dissolve sugar. Cool. Package and freeze.

Do you have 1,000 Surecrop strawberry plants? If so, let us know as soon as you can. We want to put them out now so they will be ready for spring picking. We ordered 1,000 from you 4 years ago this spring and they have been good. We got better than 2,100 quarts off them last year and have gotten close to 1,500 already this year and more to pick. We think they are the finest berry you can buy. We have pickers from everywhere and they, too, say they are the finest. We think your plants are the best anywhere, good healthy plants, I'll say. Thanks again for your good plants and for SURE CROPS! . . . Harry Hovis, Hiram, Missouri

Your Surecrop berries have been the best I have ever raised in this region. I am hoping Pocahontas and Midway will be as good. . . . Jack B. Ritzman, Mt. Pleasant, Iowa

ALLEN'S PLANTS *Standard of the Industry for 87 years*

Note: As a matter of interest to our southern growers — our Earlibelle color reproduction was used on the cover of the North Carolina Extension Circular No. 510, issued in April, 1970


CATSKILL – King of the Midseason Varieties
See Page 8
MIDWAY
See Page 11

LATE VARIETIES

ALBRITTON

— The One with Class

Plants: Vigorous. Make runners freely. High yields in North Carolina and parts of Virginia.

Berries: Large. Uniform. Conic. Very firm. Glossy, bright red skin. Solid red flesh. Excellent flavor.

Something Special: Beautiful berries. Easy to sell. Excellent for shipping and freezing.

ARMORE

— Fine for Home Garden

Plants: Productive. Runs freely. Good grower. Small leaves. Subject to mildew and leaf spot.

Berries: Large. Irregular. Short wedge to blunt conic. Medium firm. Light flesh.

Something Special: Delicious berries for the home garden. An old favorite for those needing a highly productive late variety. See COLOR Page 32.

APOLLO

— New for North Carolina

Plants: Short to average. Medium in vigor and runner production. Light green foliage. Short stems. Resistant to leaf spot and powdery mildew. Susceptible to red stele. Good grower and yielder in matted rows.

Berries: Large. Long conic. Smooth. Glossy, deep scarlet. Medium large caps. Prominent seeds. Firm. Little light for attractive frozen pack.

Something Special: Flavorful berries. Good shipper. Tasty.

FLETCHER

— High Flavor

Plants: Vigorous. Tall growing. Winter hardy. Heavy producers.

Berries: Firm. Good size. Flavorful. Bright color.

Something Special: Best for northern states. Excellent for home garden and good for freezing. See COLOR Page 28.

I am sending an order for 4 different varieties of strawberries. The Catskill we have had and like very much. Also, we like the Sparkle fine. They are the best for eating and freezing. They are dark red clear through. They do have a tendency to get small but they are not over as fast as most other kinds. When I think they are probably over, I can go out and pick enough to eat a few more times. They have a tendency to get seedy in poor ground, too. However, flavor, firmness, dark red inside, and freezing quality still make it a favorite with us. The Redchief and Marlate are new for us but from the descriptions we think we want to try them. How can we know what we like best if we don't try others. We have had the Surecrop and we never got the yield we got off of other kind. Their quality and flavor were not what satisfied us — but everybody to his own liking. The plants we have gotten from you have always been nice and healthy, with a good root system. . . .

Mrs. Donald Brubaker, Eaton, Ohio

JERSEYBELLE

— The "Belle" of Berries

Plants: Large. Good runner makers. Productive from southern New Jersey northward. Susceptible to leaf diseases, red stele and verticillium wilt.

Berries: Large. Showy. Glossy. Medium red. Blunt conic. Tender skin. Prominent seeds.

Something Special: Size and beauty make Jerseybelle great for local markets and pick-your-own. Not too good for freezing.
See COLOR Page 31.

ROBINSON

— Old Faithful

Plants: Small. Free running. Very productive. Tolerant to virus diseases. Good resistance to foliage troubles. Best from Maryland north.

Berries: Extra large. Soft. Conic. Red skin. Light red flesh. Mild flavor.

Something Special: Noted for its productivity and large, showy berries.
See COLOR Page 22.

SPARKLE

— The Money Maker

Plants: Run very freely. Productive. Resistant to red stele. Partially resistant to leaf spot. Tops for a late variety in the north.

Berries: Glossy, rich red. Pretty caps. Short, blunt conic. Medium size. Superb in quality.

Something Special: Very good for desserts. Excellent for freezing.
See COLOR Page 32.

TENNESSEE BEAUTY

— Bright and Firm

Plants: Vigorous. Run freely. Good resistance to foliage diseases. Tolerant to virus.

Berries: Uniform. Medium size. Long conic. Glossy, medium red. Bright, large caps. Firm. Very attractive.

Something Special: Tennessee Beauty is excellent for shipping, preserving, freezing, because of productivity, firmness, color and flavor.
See COLOR Page 20.

Two years ago, I ordered some Tenn. Beauty and Blakemore plants. I did not lose one plant. They produced berries far beyond my expectations. I can highly recommend your plants. I received a card accepting my order and stating that I would receive a free gift of 25 plants if I sent three names of friends. I send only two names and am sending some more names of friends who will be interested with this letter. Thank you for giving me the privilege of sending in the other name. . . . **Mrs. T. H. Haws, Fall Branch, Tenn.**

We ordered 25 each of Premier, Catskill, Robinson and Vesper. You sent us 25 Guardian as bonus. (Thanks). Our order was packaged very well. . . . All the Vesper are great. They did well from the day they got here; big, lovely plants. I would say at this time Vesper is a winner here. All the rest are "neck and neck" with each other — good color, good tops, big blooms and berries appear on every plant. . . . **Mrs. Ray J. Hutchins, Dallesport, Washington**

VERY LATE VARIETIES

MARLATE

— Late and Large

Plants: Vigorous. Good runner makers. Tolerant to leaf diseases. Not red stele resistant. Grow well on moderately heavy soils.

Berries: Round conic. Smooth. Bright color. Firm flesh. Easy pickers. Large.

Something Special: Excellent quality for table use. Size holds well throughout the season.
See COLOR Page 20.

REDSTAR

— Good, Late and Lovely

Plants: Vigorous. Large leaves. Free in runner production. Resistant to foliage diseases. Tolerant to virus.

Berries: Large. Irregular. Blunt conic. Medium firm. Bright. Tart. Very good dessert quality.

Something Special: One of the better late varieties from Maryland to southern New England and west to Missouri and Iowa.
See COLOR Page 40.

DID YOU KNOW — that in June, 1837, at Faneuil Hall Market, Boston, strawberries, per quart were quoted: Wood, 25 to 37½ cents, Keens' Seedling, 50 to 75 cents, and Common, 37½ to 50 cents.

VESPER

— Large, Lovely and Productive

Plants: Run well. Very productive. Vigorous grower. Susceptible to verticillium wilt and leaf diseases.

Berries: Very large. Glossy. Rich red. Pretty green caps. Mild flavor.

Something Special: Great variety to extend the season for northern growers. See COLOR Page 39.

"TIPS" ON PICKING

"Pick" rather than "pull" berries from the plants when the fruit is to be sold on the fresh market. Pinch the berry stem from the plant with the thumb and forefinger, leaving about one-half inch of stem still attached to the berry. Place the berries gently in the boxes to prevent bruising. Hold only two or three berries in the hand at one time to prevent squeezing them. Avoid "snapping" the berries from the plants thus leaving stems and caps in the field. Such berries do not ship well and break down faster than those with stems. Note: Berries picked in the early morning when they are fairly cool, and kept in the shade will keep better than those picked during midday or those left in sun after picking.

REPLACED BY REQUEST

EVERBEARING VARIETIES

GEM (Superfection)

— Old favorite

Plants: Hardy. Good producer. Drought susceptible.

Berries: Light red. Irregular. Tart. Medium firm.

Something Special: Attractive berries for table use or local market.

See COLOR Page 19.

OZARK BEAUTY

— Good eating

Plants: Good runner production. Good yielder.

Berries: Large. Sweet. Good flavor. Firm.

Something Special: Pretty plants and good yields from June until first frost. Good freezer.

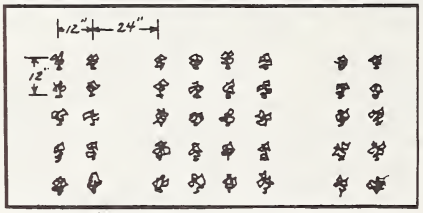
See COLOR Page 19.

A Good Way to Grow Everbearers

Everbearing strawberry production in Ohio shows that largest yields and highest profits with greatest ease and economy of operation are secured by following a four-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set as early in the spring as the land can be prepared — late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.



Sawdust mulch helps to conserve soil moisture during late summer and appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. It is best to maintain a full inch of mulch.

All blossoms which develop on the newly set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth. If dry weather occurs the crop can be greatly increased in size and quality by irrigation. All runners should be removed from the plants as fast as they develop to insure highest yields.

The Ohio system and variations have been used in many areas for best results with ever-bearers. The cost comes high per acre with more plants and much hand labor required. All reports indicate a carefully managed small or medium size patch will give high profits.

OZARK BEAUTY

OUR BEST EVERBEARERS

SUPERFECTION

TENN. BEAUTY
See Page 16

ALLEN'S PLANTS *Standard of the Industry for 87 years*

MARLATE
See Page 17

SUWANNEE
See Page 7

1885 *Our Experience is Your Guarantee* **1972**

FAIRFAX
See Page 5

ROBINSON
See Page 16

ALLEN'S WINNING PLANTS

EMPIRE
See Page 8

WORLD'S FINEST STRAWBERRY SELECTIONS

"Our deeds still travel with us from afar, and what we have been makes us what we are– Standard of the Industry"

FROM OUR BEGINNINGS

April 28, 1888, Montgomery County, Ohio

Dear Sir: Plants received today and I am very much pleased with them. They are as fine as I ever received. Please accept thanks for your prompt attention to my order and such nice plants.

Joseph Fulwiler

March 6, 1888, De Kalb County, Ga.

Dear Sir: Strawberry plants received yesterday in good order and fresh looking.

Mrs. M. A. Lovejoy

April 21, 1890, Geneva, New York

Dear Sir: I have the pleasure of acknowledging for the station the receipt of plants of Tippecanoe and Michel's Early; plants in good condition.

Peter Collier, Director

April 14, 1890, Madison County, Ohio

Dear Sir: I write this to acknowledge receipt and express thanks for prompt arrival of plants, all in good condition.

W. D. Wood

January 8, 1891, Bucks County, Pa.

Dear Sir: The strawberry plants were received on the 6th inst. in most excellent condition. They were very fine plants and were packed in a most business-like manner.

Samuel Wilson

May 8, 1909, Oxford County, Maine

Dear Sir: Herewith find order for strawberry plants. Kindly ship immediately. The plants I have had of you in years past have always been fine and I doubt not these will be the same.

Elmer V. Walker

AND NOW

April 20, 1971, Bellefonte, Ohio

Your plants have always been great. Last spring I picked 3,500 qts. from 1,700 Catskill set out the year before.

Dr. G. F. Irwin

March 7, 1971, Maryville, Ill.

Several years ago, I ordered plants from you people and the plants were really wonderful and did fine. Hope these plants will be the same.

Harold H. Lozier

May 17, 1971,Berkeley Hts., N. J.

Your kind shipment of replacement 50 Sunrise plants was received today and are set. I want to express my appreciation of your thoughtfulness in this matter and assure you of my continued patronage.

Victor Thomson

Feb. 22, 1971, Wappingers Falls, N. Y.

I wish to take this opportunity to thank you for your excellent service and quality plants of past years. I am sure this year will be no exception.

Donald Secor

May 22, 1971, Great Notch, N. J.

Thank you for your prompt, fine service. Plants are in the ground. They were here May 21st on a moist day. Looking forward to next year.

E. L. Harvey

May 13, 1971, Dayton, Va.

The strawberry plants we ordered arrived safe and are planted. We are well pleased and I think they are nearly all starting to grow. Thank you for your prompt service.

Paul T. Martin

The Berry Patch

by Virginia Lasley

STRAWBERRIES — delicious, delightful first fruits of spring. Does it seem to you, as it does to me, that all of a sudden strawberries have "come into their own?" For a long time, all the strawberry recipes were for just the old faithfuls — jams, preserves, shortcake, and occasionally, a pie. Delicious as they are, it fell short of doing justice to the luscious strawberries. They seemed to be considered a "one shot" deal — use them in the spring and practically forget them the rest of the year. Not so, now! Freezability has helped, of course, and now, to add to the strawberry glory, we have strawberry jello, Strawberrioco, Strawberry Dream-Whip, Cool-Whip and you can make anything from strawberry dumplings to a souffle!

Speaking of strawberry dumplings, try this:

1. Crush berries. For each pint, whip ¼ c. butter until light. Fold into berries and sugar to taste. Let stand.
2. Use prepared biscuit mix, following directions. Roll out dough ½ inch thick. Cut into squares and pile a couple tablespoons of sliced sweetened berries in center. Fold over. Bake at 400° until raised and brown. Serve hot — covered with the buttery strawberry sauce you set aside in Step I. Delicious!

If you visited our booth in January at the Pennsylvania Farm Show, you may have tried our Strawberry Candy. It was a great hit and our thanks go to Mrs. Elizabeth Allen (who won a prize for this candy at the Wicomico County (Md.) Farm and Home Show) for sharing it with us. Try it.

2 boxes Strawberry Jello (6 oz. size)
1 c. crushed pecans
1 c. coconut (flakes or grated)
¾ c. Eagle Brand sweetened condensed milk

Mix all together. Chill for one hour. Pinch off enough to make a nice size berry — shape it with your hands. Roll the berry in red sugar crystals. For the stems, use round toothpicks dyed green with food coloring — and for the cap, cut out the shape you like from green construction paper. Then skewer the cap to the berry with the green pick. I break the picks in half. This is a special treat any time of the year.

A friend, Mrs. R. J. Zatorski, from Wooster, Ohio, sent several delightful recipes. They really are "husband-tested and guaranteed fattening" —

Quick Strawberry Fluff

1 pkge. vanilla instant pudding
2 c. Cool Whip topping
2-3 c. hulled, sliced strawberries

Prepare pudding according to package directions. Blend in Cool Whip with egg beater until mixture is light and fluffy. Fold in fresh berries. Chill in refrigerator at least one hour before serving.

Pink Berry Cake

Try this special cake for a party or shower

1 pkge. white cake mix
4 egg yolks
⅔ pkge. frozen strawberries, or 2 cups fresh, halved and sugared berries
1 pkge. (3 oz.) strawberry jello
½ t. salt
4 egg whites (reserve)
½ c. Crisco oil
½ c. water

Mix all above, except egg whites, at medium speed of mixer for 3 minutes. Beat egg whites until stiff and fold into cake batter. Pour into greased and floured bundt or tube pan. Bake at 350° for 50-60 minutes, testing for doneness.

Frosting:

1 stick butter or margarine
1 box powdered sugar
⅓ pkge. frozen strawberries

Cream butter and sugar, add berries and juice a small amount at a time. Beat to desired creaminess.

"Merry Berries"

Without attempting to inject ourselves into the moral question as to whether you should drink wine, or should not, we have always thought it interesting that one of the fundamental rights of any head of the household (and these seem to be less all the time) is the right to make two hundred gallons of wine per year, tax free, for one's personal use. This was a very old custom in many families, even during prohibition. One of the best recipes for strawberry wine is as follows:

8 quarts strawberries
6 to 8 lbs. sugar
2 lemons
2 gals. water
½ lb. raisins
¾ oz. yeast (3 packages)

1. Wash the strawberries under cold water, put them into a crock. Mash them thoroughly with a wooden spoon.
2. Add the water and let stand for three days, mashing and stirring the berries at least three times a day.
3. Strain the liquid through a kitchen towel, squeezing the juice out — every drop.
4. Add the sugar, 6 to 8 pounds, depending on how sweet you want the wine to be, and dissolve it thoroughly.
5. Add the cut-up raisins and the thin rinds and juice of the lemons.
6. Heat half of the liquid and return it to the cold, so that the whole becomes lukewarm.
7. Dissolve the yeast in ½ cup water (warm) and put that in. Cover and let it ferment.
8. When the fermentation is ended strain the wine into gallon jars and let it rest for two weeks.
9. Then siphon into bottles if clear; if not, fine it.

There is no charge for permit to make up to 200 gallons for personal use. Write for Form 1541 to Alcohol Tax Unit, Internal Revenue Service, U.S. Treasury Dept., Washington, D. C. **BEWARE!** TAKE CARE HOW YOU COMPLETE THIS FORM. The following item appeared in Wall Street Journal on October 23, 1971: "The IRS is male chauvinist," steamed Mrs. Patricia Murphy, a suburban Philadelphia housewife, a week or so ago. It seems the IRS rejected her application to renew her license to make up to 200 gallons of wine a year, tax free, for family consumption. The provision is limited to heads of families. Mrs. Murphy claims the IRS can only see Mr. Murphy in that role. But the IRS says it has no rule that a head of family must be the husband. It says that Mrs. Murphy said she wasn't family head when she filled out the form."

Interest in the art of wine-making at home has intensified and the rankest amateur will have no trouble in finding all the materials he needs for making good wine. Department stores and mail-order houses sell complete kits and the local library is an excellent source of information on the art of wine-making. Since it is an art and all artists seem to have a language of their own, it is apropos to give you some of the terms most widely used in wine-making:

Aroma — The scent of the fruit of which the wine is made.

Bouquet — The perfume of the wine after proper aging.

Fermentation — The change brought about by the activity of yeast enzymes, converting sugar content to ethyl alcohol.

Fine — To clear completely of all sediment, cloudiness.

Fortifying — Adding spirits to make wine stronger or to keep it from changing. Also used to stop fermentation.

Hydrometer — Graduated glass instrument to measure the density of your wine.

Lees — Sediment found at the bottom of wine container after fermentation and maturing.

Must — Any juice in process of fermentation. When it is fermented, it is wine.

Vigneron — He, or she, who makes wine.

Growing Strawberries in Barrels

See facing page

The idea of growing strawberries in barrels appeals to those who love growing plants but have only limited space. These barrels are pretty enough for use anywhere in the house and they will be an added attraction to the patio or garden. Watch the plants grow and bloom; enjoy their beauty and life; and then, glory be, harvest some delicious strawberries for your table.

Order 25 plants for your barrel from our list of many varieties. When you receive your barrel, fill it with good rich soil and set the plants in the holes already bored for them, with a few left to fill the top.

THE STRAWBERRY

Did you know —

In the olden days, any strawberries that dropped in the patch at picking time were left for the poor — who did not have patches.

Three berries were offered by the old timers to any church they passed after harvesting their strawberries.

Strawberries were a sacred fruit to Freya, the Norse goddess.

Saint John, the Baptist, is said to have lived on strawberries.

Strawberry leaves were used in teas for sore throats, jaundice, as well as liver ailments many years ago.

Strawberries were an important fruit to the North American Indians:

The Iroqois Indians had one of the first Strawberry Festivals — giving thanks for these first fruits of the season.

The Chippewa Indians called strawberries "odamins" or heart berries.

Indians bruised the berries in a mortar, mixed them with meal and made the first Strawberry Bread.

The first settlers at Jamestown in 1607 found strawberries in abundance — "four times larger and much more exquisitely flavored" than the wild berries of England.

In 1771 one of the first trade catalogs of horticultural plants offered three varieties for sale — the Large Hautboys, the Chili and the Redwood.

The first named variety listed in North America was the Early Hudson.

The name "strawberry" may have originated from the ancient custom among children of selling this wild fruit strung on straws.

As recently as 1937, strawberry shortcake was introduced to the King and Queen of England by our Ambassador and his wife at a dinner in their honor. It was a great hit!

PRICE LIST PAGE 38

BUY A BARREL!

For $6.95 we will deliver to your home, insured, with all transportation charges paid, this beautiful barrel, standing 12 inches high and 10 inches across, banded in brass. It will hold 25 plants, and the green of the foliage is most attractive against the stained rubbed pine of the barrel.

ALLEN'S WINNING PLANTS

FLETCHER
See Page 15

1885 *Our Experience is Your Guarantee* **1972**

GUARDIAN
See Page 8

CULTURAL DIRECTIONS

STRAWBERRIES are grown successfully in every state. They are easy to grow and beginners are proud of their fine berries.

BEARING. Standard varieties set in the spring of 1972 will bear their best crop in May or June of 1973. Everbearing varieties set in the spring produce berries in late summer and fall of that year.

PLANTING. Early spring planting is of the greatest importance in growing strawberries. This means just as early in the spring as weather permits preparing the land. The plants are established while the soil is still cool and moist and a good stand becomes the rule. With dormant plants and irrigation, later setting is possible but it is not as easy. Planting time is usually February, March, and early April in the southern states; March and April in the middle states; April and May in the northern states.

PLANTING DISTANCES. In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 by 10 you would need about 20 plants.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

SOIL AND LOCATION. Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers.

1. In rolling country a sloping field gives better air drainage and less injurious frosts.

2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion.

3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries.

4. Avoid sod land that may harbor grub worms which cut or injure your plants. Treatment makes the use of sod land much safer.

5. Change the place of the strawberry bed every few years. It will help to keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble.

6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries.

7. Most important of all — Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil. Of course, if irrigation is available, you can give the plants water when necessary.

IRRIGATION. If you have irrigation it will certainly pay to use it for strawberries, both for establishing the new bed, as well as at fruiting time. However, irrigation is not mandatory. In addition, if you have a frost during bloom, irrigation during the danger hours has saved strawberry crops from frost and freeze damage with temperatures as low as 20°F.

LAND PREPARATION. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with a harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some of the things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much

Continued on Page 30

more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog, or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparations for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. For small areas a good guide in the application of manure is to figure one to two bushels for every 100 square feet.

PUTTING PLANTS IN GROUND. Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 or 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface.

As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter it is very important that the setting depth of the plants be checked behind the planter.

CHEMICAL FERTILIZER. On very fertile soils none is needed. Have a soil test made and follow the recommendation of your local supplier or County Agent.

LIME. If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime.

A pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

CARE OF PLANTS. Plants should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for settling strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. If plants must be kept a while, small lots can be kept in the family refrigerator. The very best way to hold plants is in cold storage between 29 and 32°.—*Never, never* put plants in a freezer where temperatures will go below 28°.

CULTIVATING, HOEING and TRAINING. Shallow cultivating and hoeing (not to exceed two inches) kills weeds, conserves moisture, and enables new runners to take root.

Uncover the buds, because neglect in doing this will give you a poor stand.

Most of the training of new runners is done at hoeing time. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. 4 to 8 plants per square foot of fruiting bed is enough and when possible later runners should be cut off.

MULCHES. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture, and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections, sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

MIDLAND
See Page 6

ALLEN'S PLANTS ***Standard of the Industry for 87 years***

JERSEYBELLE
See Page 16

SPARKLE
See Page 16

ALLEN'S WINNING PLANTS

ARMORE
See Page 15

FOLD HERE

W. F. ALLEN CO.

Dependable
STRAWBERRY PLANTS
For 87 years

From

.....
Name

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Street

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City State Zip

First Class
PERMIT NO. 26
SALISBURY, MD. 21801

Business Reply Mail

No postage stamp necessary if mailed in the United States

Postage will be paid by

W. F. ALLEN CO.

Post Office Box 1577
Salisbury, Maryland 21801

HOW TO ORDER

1. **ADDRESS.** Print your name, street address, or Route and Box Number, Post-office, State and Zip Code on the order blank.

2. **SHIPPING DATE.** Fill in date you would like plants shipped in space provided on order blank. If you do not fill in this space, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule.

3. **VARIETIES.** Decide the number of plants of each variety you want. List on the order blank, referring to Page 38 for prices.

4. **TRANSPORTATION AND INSURANCE.** Delivery charges are in addition to prices on Page 38. We will ship the best way for your location for an additional 15% of the cost of plants. For this 15%, we pay for packing your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants.

5. **AIR TRANSPORTATION.** Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

6. **PAYMENT.** Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

7. **PLANTS FOR FRIENDS.** If you order 50 plants or more, send us the names and addresses (with zip codes, please) of three (3) friends who grow or might like to grow strawberry plants. We will send your friends a free Berry Book and we will send you 25 plants of our choice, without additional cost to you. The 25 free plants must be sent with this order.

W. F. ALLEN CO.

SALISBURY, MARYLAND 21801 • TEL. (301) 742-7123

NAME .....

STREET .....

ROUTE NO. ..... **BOX NO.** .....

CITY ..... **STATE** ..... **ZIP NO.** .....

Ship Plants On or About .....

NOTICE! This is the shipping date, NOT the arrival date. Delivery times vary so that we cannot guarantee an arrival date. Plants will be **shipped** as near the date you specify as possible.

NUMBER OF PLANTS	VARIETY OF PLANTS	PRICE Dollars	PRICE Cents

Do Not Use this Space			
Order No.	Amount for Plants		
	15% for Transportation		
	Total Amount of Money Sent		

IMPORTANT! If Sold Out of Varieties Ordered:

SUBSTITUTE Suitable Variety ..... ☐

RETURN My Order and Money for Varieties Not Available..... ☐

(See other side for HOW TO ORDER and our *Offer for Friends.*)

DETACH FOR MAILING — TEAR ON PERFORATION

WIN A PRIZE

Who has the oldest Book of Berries?

We would like to know which of our customers has the oldest W. F. Allen Company Book of Berries. The oldest copy we have in our files is the spring of 1891 (which is available for any of our good friends to look at when they are in our office). Perhaps in your basement or attic, you can find that catalog that goes back to 1885, the year W. F. Allen founded his company. In any event, a prize, which will be 500 plants of your choice delivered to you at your direction, will be given for the very oldest catalog mailed to us by December 31, 1972. We will award duplicate prizes in the case of a tie. Send that old Berry Book along with your order for plants!

Mr. Wade Birchfield, Asheville, N. C., says this about REDCHIEF:

Thanks for the nice Redchief plants you sent on July 27th. For such a late planting, over 90 of the plants lived and I picked some ripe berries 4 weeks to the day from the time I set the plants out. They are extra vigorous and are making runners already. They are the most beautiful strawberry plants I have ever raised. As you say, Redchief will endure!

Mr. Martin Milner, Oak Bluff, Mass., struck a happy note when he said:

I was impressed by your friendly, cheerful, real yum-yum, eat 'em up catalog. Send me some plants!

Salute to an old friend — Mr. Oscar Amos has been part of the Allen family of growers for many years. From Marietta, Ohio, Mrs. Amos wrote:

We have always had wonderful plants from your company. Mr. Amos has had two strokes and will not be able to continue farming. Sold our farm and will put in 300 plants at our home place. Dr. says he will be better off if he can get his mind on something and it will help if he can move around, so I will appreciate your filling this order. Thank you for your prompt shipments and excellent plants in the years gone by.

We don't deny we get our share of complaints. Mrs. Eleanor Asheworth, Neptune, N. J., wrote us:

Thank you very much for replacing the strawberry plants. These plants arrived in a much healthier condition. I shall certainly recommend your company to anyone who is interested. It is wonderful to deal with a reliable concern these days.

Mr. Larry Kaisner, Fairbury, Ill., had this to say:

Just a note of appreciation for sending us such a fine group of plants last year. They look beautiful and we're looking forward to a bountiful crop of berries this spring. We feel assured of getting the same quality with this order.

Mr. Hamilton Stone, Grass Valley, Calif., says this about us:

It is a pleasure to do business with your firm. You replaced the 25 Guardian plants that did not grow. The replacement wasn't planted until about June 9 and I didn't expect a crop of berries but the plants appear to be doing well. It is a treat to have a nursery stand behind their product the way you do. Thanks for good plants.

Mr. Boyd Deierling, Queen City, Mo., has something to say about SPARKLE:

We have raised Sparkle berries for several years but my patches are just fair now and I want to set a new patch. I purchased my plants from W. F. Allen Co., your plants are always outstanding. Everyone here states they never saw so many big, delicious berries on one plant. We have orders a year in advance for more than we can raise.

We heard from Mr. Donald C. Voss, Marion, Mass.:

The 500 Jerseybells I ordered in 1970 were perfect. This year, 1971, I'm ordering 500 Guardian plants. I know I wont regret it.

PRICE LIST FOR 1972 SEASON

If 10,000 or more plants of one variety are desired, please write us for quotation.

EARLY VARIETIES	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	$2.55	$3.75	$4.85	$5.75	$ 8.05	$ 9.85	$11.25	$16.75	$25.50	$125.00
Earlibelle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Earlidawn	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Fairfax	2.95	4.40	5.55	6.60	9.20	11.10	12.95	19.10	29.50	145.00
Florida 90	2.20	3.30	4.10	4.95	6.85	8.35	9.65	14.30	22.00	107.50
Midland	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Premier	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Redcoat	3.10	4.65	5.80	7.00	9.50	11.75	13.55	20.15	31.00	152.50
Redglow	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Senator Dunlap	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sunrise	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Suwannee	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	140.00
MIDSEASON VARIETIES										
Atlas	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25		
Catskill	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Empire	2.85	4.25	5.35	6.40	8.95	10.85	12.50	18.50	28.50	140.00
Guardian	3.75	5.65	7.05	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Midway	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Pocahontas	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Raritan	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	172.50
Redchief	3.50	5.25	6.55	7.90	10.65	13.35	15.25	22.75	35.00	172.50
Surecrop	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
LATE VARIETIES										
Albritton	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25	25.00	122.50
Apollo	2.50	3.75	4.70	5.65	7.80	9.50	10.95	16.25		
Armore	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Fletcher	2.95	4.40	5.55	6.60	9.20	11.10	12.95	19.10	29.50	145.00
Jerseybelle	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Robinson	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
Sparkle	2.70	4.05	5.05	6.10	8.40	10.25	11.80	17.55	27.00	132.50
Tenn. Beauty	2.60	3.90	4.90	5.90	8.20	9.90	11.40	16.90	26.00	127.50
VERY LATE VARIETIES										
Marlate	3.75	5.65	7.05	8.45	11.60	14.05	16.40	24.40		
Redstar	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Vesper	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
EVERBEARING VARIETIES										
Gem (Superfection)	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Ozark Beauty	4.20	6.20	7.70	9.20	12.70	15.75	18.25	27.50	42.00	207.50

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

TRANSPORTATION AND INSURANCE: Delivery charges are in addition to prices listed. Add 15% of the cost of your plants to your remittance for transportation and insurance. For this 15%, we pay for packaging your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants.

AIR TRANSPORTATION. Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

PAYMENT. Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

FAMILY GARDEN COLLECTIONS

GENERAL GARDEN COLLECTIONS

Earlidawn .....Earliest of all, frost resistant
Catskill .....Hardy and productive; the "King" of varieties
Sparkle .....Late and productive; good freezer
Redstar .....Latest of all, good flavor
Superfection .....The old standard everbearer

Collection A — 125 plants, 25 each of the 5 kinds $13.25
Collection B — 250 plants, 50 each of the 5 kinds 21.25

NEWEST VARIETY COLLECTIONS

Sunrise .....Very early, disease resistant, bright red and firm
Guardian .....New late midseason; good resistance, fine berries
Redchief .....Vigorous plants, red stele resistant, large berries
Marlate .....Late, large and new
Ozark Beauty ....Everbearing, sweet berries

Collection E — 125 plants, 25 each of the 5 kinds $15.70
Collection F — 250 plants, 50 each of the 5 kinds 25.05

We pay transportation

VESPER
See Page 17

Return Postage Guaranteed

W. F. ALLEN CO.

SALISBURY MARYLAND 21801
TELEPHONE (301) 742-7123

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 7
SALISBURY, MD. 21801

TO:

Mr. D. H. Scott
Plant Industry Sta. USDA
Beltsville, Md. 20785

1885 *Our Experience is Your Guarantee* 1972